

Hiking with  
reindeer  
herders in  
Seiland National  
Park

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Basics for  
innovation

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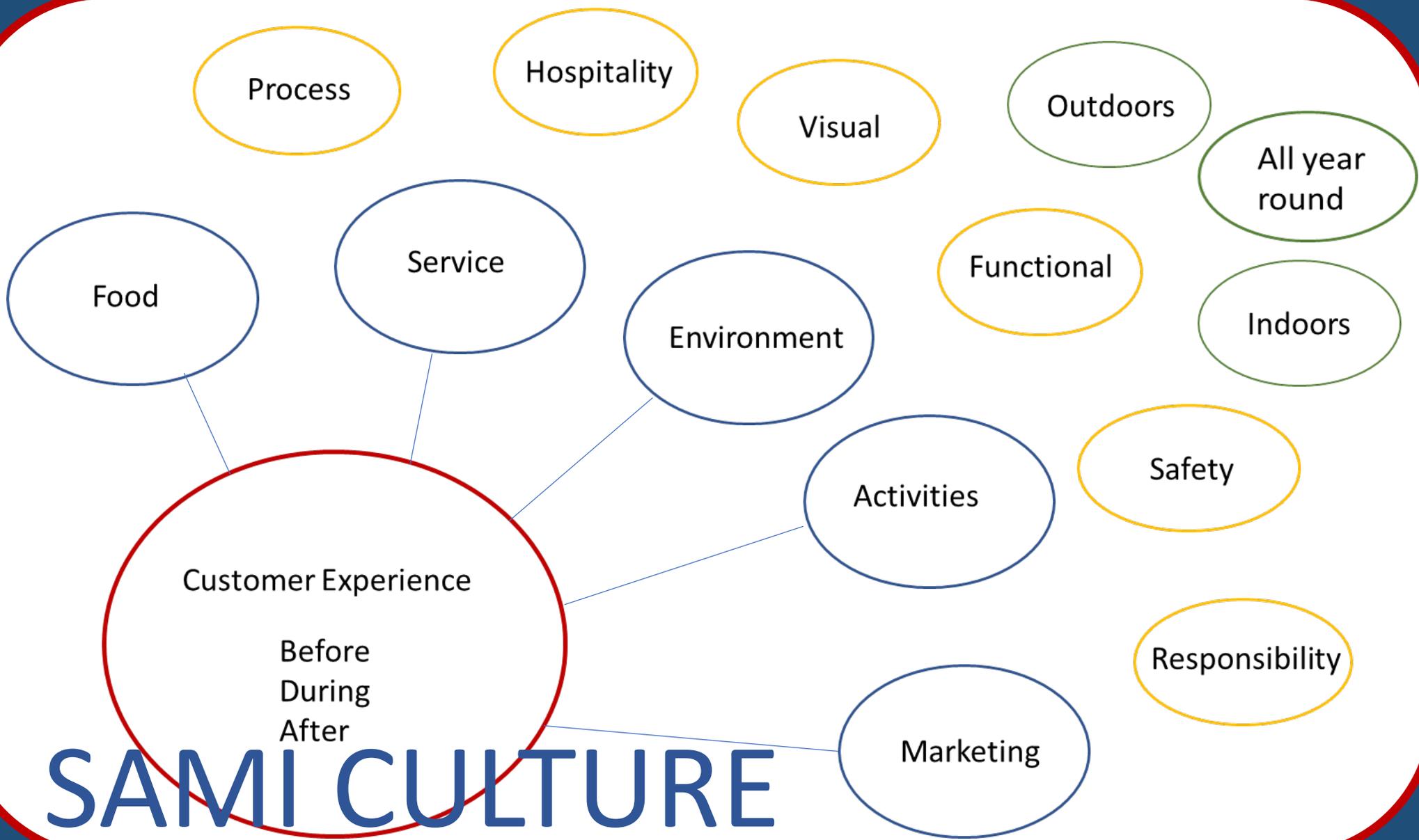
Sami Siida: what they  
are, what they want

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International trends of  
tourism

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Special features of the  
location



# SAMI CULTURE

# International trends of tourism

(Kauppila 2021 ; BusinessFinland 2022 ; Borgenström 2021)

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Responsibility

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Quality

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Safety

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Individuality

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Unique experiences – Live like a local

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Customised services

# Seiland National Park

- <https://seilandnasjonalpark.no/en/>
- In Finland, national parks are increasingly popular. Is it same in Norway?
- The status of national parks is high.

# Highly customised service

- How long time to spend? Prices depending the time duration of the trip.
- What to do?
  - Hiking
  - Boating
  - Fishing
  - Camping skills
  - Handcraft
  - Reindeer migrating (if the time is right)
  - Basic Sami language
  - Cooking traditional food
  - Calming down, relaxing by enjoying the moments in the nature.

# Handcraft; telling stories about reindeer herding

- Necklace of memories
  - The guide will tell them the stories about the reindeer.
  - And he or she will give pieces of necklace .
  - They collect the pieces and at the end of the trip they have necklace of memories.



## Sources:

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